

The current retail climate is anything but perfect, but that doesn't mean stores can't aim for a 'Perfect Day'. That was the vision behind the latest nationwide initiative by fashion retailer New Look.

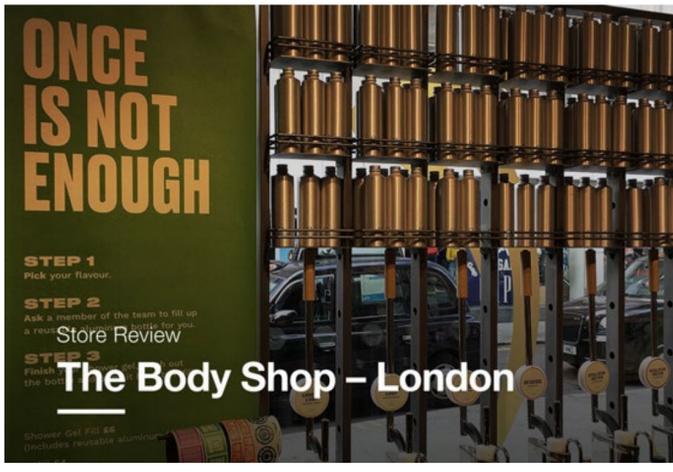
Rapid, intense and high energy, the turbo-charged 'VM Refocus' replaced previous drip fed VM coaching support for individual stores with clear, focused company-wide action, designed to introduce new store policy and drive improvements in presentation standards with accuracy, consistency, and at pace.

Launching a number of model stores over a two-week period, the retailer has re-imagined store layout, product segmentation and guiding VM principles to improve operational effectiveness and the customer experience – simple and logical, removing all complexity.

To equip teams with the knowledge and guidelines needed to work through challenges and implement 'what good looks like' consistently, in every store, it also ran a series of VM briefing sessions to confirm essential retail and VM standards in easy to understand ways.

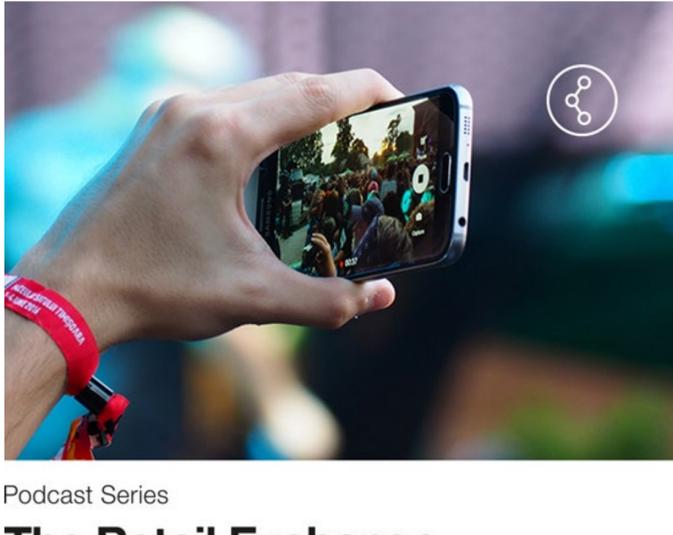
The result has allowed New Look to quickly build momentum across the business, creating the foundations for better store presentation delivery not just for 'one day', but today and every day. It's also proving that better brand execution seriously benefits the bottom line too.

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If you grew up in the late 80s and 90s, you'll remember The Body Shop as a pioneer of retailing with a cause. Today, a new generation of shoppers are increasingly turning to brands that promise honesty, transparency and direct action. With its new store concept on Oxford Street in central London, The Body Shop is returning to its roots, sending a clear message – no longer happy to sit on the fence – and with it hoping to regain its once prized crown as the ethical retailer of choice. We visited the new store to see if it represents a significant and positive change for the brand.

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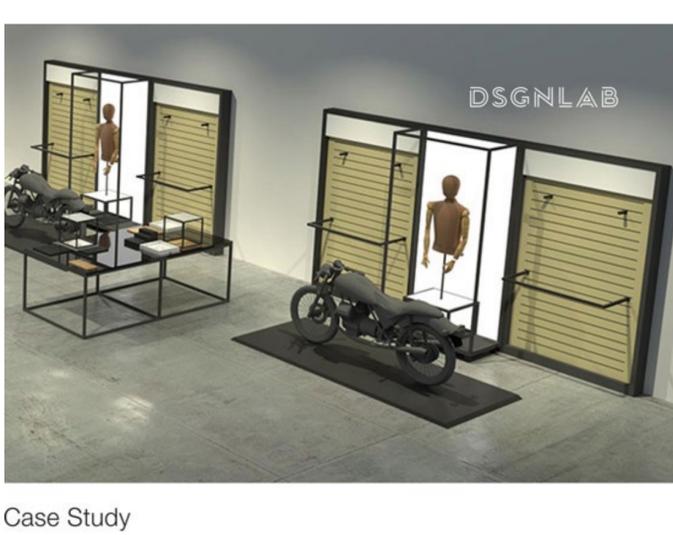
Podcast Series

## The Retail Exchange

Launching this week, we have an exclusive interview with Three UK. A bright light in the UK's fast growing food subscription sector, its success is rooted in a spirit of ethical trading. We sit down with the brand's Head of Omnichannel and Digital First, Graham Johnston, to talk about his pivotal role in Three's digital transformation programme, rebooting the customer experience, and look ahead to a 5G connected future.

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Case Study

## Triumph Motorcycles

Apparel and accessories collections are increasingly big business for the sector but Triumph knew that to scale the opportunity, it needed to create a more premium retail environment that customers could buy into. As part of the journey, we reworked layouts and designed a range of complementary new equipment enhancements, using the latest in 3D visualisation to share the vision and allow for a detailed and accurate review of prototype ideas before manufacture. The result is a new expression of the Triumph brand that is redefining customer expectations and creating a premium lifestyle identity to truly immerse riders in Triumph's world.

[Discover More](#)



Halloween 2019

## Treats Instore

Fright-night fever has once again possessed retail this October. Now the third biggest instore seasonal event of the year, we went out and about to bring you a visual roundup of the tricks and treats that lie in store for shoppers, as retailers look to capture a share of the scary amount shoppers now spend on Halloween celebrations.

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Contact

+44 (0)20 8050 6028

[mail@visualthinking.co.uk](mailto:mail@visualthinking.co.uk)

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Visual Thinking Ltd, Coach House 2, Lampport Manor, Lampport,  
Northamptonshire, NN6 9HF